DIGITAL PRODUCT MANAGER
JOB DESCRIPTION AND PERSON SPECIFICATION
1. Job details

Job Title: Digital product manager

Responsible to: Digital programme manager

Department/Team: Planning and resources/Digital and data

2. Job purpose

To develop and improve a range of digital products in line with user needs and organisational goals.

3. Dimensions

Works closely with the digital programme manager, as well as stakeholders throughout the organisation.

Develops digital products which are used by hundreds of thousands of users per year (the most popular product, NCVO Knowhow, attracts 2m unique users per year).

Develops digital products that directly or indirectly generate income.

Requires expertise in a range of digital development practices.

Manages technical partners and other external relationships.
5. Main accountabilities of the post

1. Lead the development of new and existing digital products and features in line with NCVO’s digital approach and technology strategy.

   - Work with stakeholder teams to define product vision based on business and user needs and develop project briefs
   - Take a user-centric approach to discovery, using research to test assumptions and validate requirements
   - Produce and prioritise product backlogs and other relevant project documentation
   - Design acceptance criteria and conduct thorough and structured user acceptance testing
   - Monitor project budget spending, keep stakeholders updated on progress and escalate any risks to delivery
   - Develop strong working relationships with digital agencies and partners
   - Work closely with colleagues across digital content, marketing, CRM and IT, acting as an expert link to channel requirements to ensure a joined-up approach and deliver excellent user experience
   - Regularly review processes and evaluate results to inform ongoing learning and improvement.
2. Support teams in iterative optimisation of their products based on user needs and organisational goals.
   - Conduct regular user testing and analyses of products and services to ensure they are meeting user needs
   - Design and undertake regular qualitative and quantitative user research
   - Manage and deliver prioritised backlogs of validated user stories.

3. Act as joint product owner with stakeholders.
   - Develop a deep understanding of products, their context and users – especially how functionality meets or doesn’t meet user needs
   - Using data and insight, develop visions for future development of products to deliver greater value to users
   - Help to champion and model an agile approach to product design and management at NCVO.

4. Keep up to date with emerging digital technologies and best practice in digital development/product management, identifying where we can improve ways of working, innovate and add value for our diverse customer base.

5. Manage all work-related contacts and projects on NCVO’s CRM system and digital tools.

6. Work context

Each day, millions of people make a difference to the causes they believe in through voluntary organisations and volunteering.

This thriving voluntary sector and volunteer movement are essential for a better society – especially in times of challenge and change.

That’s why, inspired and empowered by our 14,000 members, NCVO champions the voluntary sector and volunteering. We do this by connecting, representing and supporting voluntary organisations, from the smallest community groups to the largest charities.

The planning and resources department is one of three departments at NCVO. The department’s objective is to provide high quality, customer focused services that enable NCVO trustees and staff to achieve the organisation’s aims.

The digital and data team leads and develops NCVO’s digital and online work, including:

- Turning NCVO’s strategy into an effective programme of digital work
- Increasing NCVO’s digital maturity, managing changes in governance and delivery methodology to ensure digital products and services are effective
- Management of new product development and maintenance of a large portfolio of existing products
• Content strategy
• Online engagement culture and practices
• Digital literacy, skills and confidence across the organisation.

The team leads and develops other communications and technology functions, including:

• Development and use of NCVO’s brand, including brand positioning, visual identity and tone of voice
• Commissioning and production of publications (both print and digital)
• Management and/or sign off all design projects
• Management and development of our CRM, business systems and integrations.

The other two departments are

• Enterprise and Development
• Public Policy and Volunteering.

NCVO is an equal opportunities employer and is Positive about Disabled People.

7. Autonomy and decision-making

The post holder is responsible for managing their own workload in consultation with the digital programme manager and within the context of NCVO’s priorities.

The post holder is expected to determine how to approach projects, and manage these projects independently, escalating to the digital programme manager when issues or risks arise. They are responsible for the ongoing development of products and are expected to make strategic and pragmatic decisions about how to prioritise requirements based on business and user value.

The post holder ensures that all expenditure related to their projects – or products for which they are responsible – is managed within the agreed budget and adheres to NCVO’s financial management practices.

8. Communications

The post holder communicates both internally and externally with a wide range of people.

Internal

Builds effective and positive working relationships with staff at all levels of the organisation to scope and deliver digital development projects.
Helps NCVO staff deliver value to their audiences through NCVO’s digital products and facilitates the work necessary to turn business goals into well-formed product specifications or projects.

Influences and supports staff throughout NCVO to develop an understanding of agile product design and management processes.

**External**

Communicates with digital agencies, including negotiating and influencing to ensure that projects deliver their desired outcomes.

**9. Main areas of difficulty**

NCVO has a large digital product portfolio and an ambitious roadmap. The post holder is responsible for developing multiple products and juggling multiple priorities within challenging timeframes and relatively small budgets. They must exercise judgement and pragmatism to ensure that development is of a high standard, whilst also meeting user needs and organisational goals.

The post holder must be willing and able to take account of a range of viewpoints, some of which are likely to be in conflict and must be skilled in persuading colleagues and digital agencies of the most appropriate course of action.

**10. Essential knowledge and skills required**

**Knowledge**

1. Educated to degree level, or experience that demonstrates equivalent analytical skills
2. Knowledge and understanding of the voluntary sector
3. Knowledge and understanding of good practice in digital product design and development
4. Excellent and up-to-date grasp of digital technologies, user experience design and research techniques and the effective use of them.

**Skills**

5. Exceptional communication skills, particularly to communicate technical solutions and their benefits, limits and risks in accessible language to stakeholders with varying technical understanding
6. Excellent organisational and time management skills to manage multiple priorities concurrently
7. Excellent team-working, collaboration and problem-solving skills
8. Adept at using a range of digital systems, applications, software and websites.
Experience

9. Significant experience of effectively managing multiple digital products and services in a fast-paced environment
10. Experience of working within an agile environment
11. Proven experience of managing relationships and contracts with a range of partners and suppliers
12. Demonstrable experience of using data and research to inform development, turning user insight into actions that improve outcomes.

11. General information

To, at all times, adhere to NCVO’s policies on:

- Equal opportunities
- Diversity and dignity at work
- Health and safety
- Confidentiality
- No smoking
- Environment and sustainability